

## **AOL Report Information&Media MBA Program Assessment(2012)**

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The Information&Media MBA Program prepares middle and upper level professionals for successful careers in general management. The program takes a very intensive format to finish the whole curriculum within a year. The Information&Media MBA Program aims to delve into the concepts of IT management strategy, communication skills, information and communication technology, digital media & contents industry; with a firm background in the basic principles of business management. With this setting, we will develop global professionals who can create new growth momentum through the convergence of IT and digital contents and the industrialization of contents.

- Total Course: 54
- Number of Graduate: 36
- Total Enrollment: 36(Master)
- Assessment Course:

Learning Goal 1	L11 Global Perspective L12 Language Skill	IM 621 Value Innovation with IT IM 515 Financial Management
Learning Goal 2	L21 Presentation Skill L22 Writing Skill L23 Teamwork	IM 621 Value Innovation with IT IM 515 Financial Management IM 621 Value Innovation with IT
Learning Goal 3	L31 Analytical Thinking L32 Strategic Thinking	IM 515 Financial Management IM 621 Value Innovation with IT
Learning Goal 4	L41 IT and Media Industry Specific Knowledge L42 IT and Media Industry Business Problem Solving	IM 621 Value Innovation with IT IM 621 Value Innovation with IT

## Overview of assessment

<b>Information&amp;Media MBA Program Assessment: Learning Goal 1</b>		
<b>Learning Goal: Our graduates will have a global perspective.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L11) Our students will understand global business issues and relate current issues to emerging business opportunities	<b>Student enrolled in IM621(N=23)</b>	- (L11) Course-embedded assignment evaluation by faculty
(L12) our students will have command of business English or other language of major global market.	<b>IM515(N=30)</b>	- (L12) Course-embedded assignment evaluation by faculty
<b>Finding</b> - Using assessment rubric by faculty, average score for L11, L12 are 2.721, 2.466 respectively. * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation) -L11, L12 meet expectations successfully.		

<b>Information&amp;Media MBA Program Assessment: Learning Goal 2</b>		
<b>Learning Goal: our graduates will be effective communicators.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L21) Our students will deliver effective presentation accompanied with proper media technology.	<b>Student enrolled in IM621(N=23)</b>	- (L21) Course-embedded presentation evaluation by faculty
(L22) Our student will produce professional business documents.	<b>IM515(N=30)</b>	- (L22) Course-embedded assignment evaluation by faculty
(L23) Our students will demonstrate effective interpersonal communication in a team setting.	<b>IM621(N=23)</b>	- (L23) Course-embedded team presentation evaluation by student
<b>Finding</b> - Using assessment rubric by faculty, average scores for L21, L22, L23 are 2.429, 2.554, 2.772 respectively (meet the expectation). * 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation) - Most Information&Media MBA students have powerful leadership and building teamwork.		

<b>Information&amp;Media MBA Program Assessment: Learning Goal 3</b>		
<b>Learning Goal: Our graduates will be able to strategically analyze business cases and integrate different disciplines in solving business problems.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L31) Our students will use appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment  (L32) Our students will synthesize different discipline areas.	<b>Student enrolled in IM515(N=30)</b>  <b>IM621(N=23)</b>	- (L31) Course-embedded test evaluation by faculty  - (L32) Course-embedded assignment evaluation by faculty
<p>Finding</p> <ul style="list-style-type: none"> <li>- Using assessment rubric by faculty, average scores for L31, L32 are 2.533, 2.826 respectively.</li> <li>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</li> <li>- L31, L32 meet expectations successfully.</li> </ul>		

<b>Information&amp;Media MBA Program Assessment: Learning Goal 4</b>		
<b>Learning Goal: Our graduates will develop professional skills and exhibit professional competencies.</b>		
<b>Learning Objective</b>	<b>Sample</b>	<b>Methods</b>
(L41) Our students will build IT/Media industry specific knowledge and understand the key issues.  (L42)Our students will apply domain expertise to the business problems in the IT and Media Industry.	<b>Student enrolled in IM621(N=23)</b>	- (L41) Course-embedded presentation evaluation by faculty  - (L42) Course-embedded presentation evaluation by faculty
<p>Finding</p> <ul style="list-style-type: none"> <li>- Using assessment rubric by faculty, average scores for L41, L42 are 2.391, 2.783 respectively.</li> <li>* 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceed Expectation)</li> <li>- L41, L42 meet expectations successfully.</li> <li>- Most Information&amp;Media MBA students have expert concepts of IT management strategy, communication skills, information and communication technology, digital media &amp; contents industry.</li> </ul>		

**Data Analysis and Results**

Assessment Learning Goal 1(L11): IM621 (N=23)					
<b><u>Global Perspective</u></b>					
Student Number	L11: Skills to define global business issues and relate these to emerging business opportunities				
	Identification of global issues	Analysis of global issues	Application of analysis to global business situation	Cultural differences	Business Ethics and Social Responsibility
1	2	3	3	3	3
2	2	2	2	3	3
3	2	2	2	3	3
4	3	3	3	3	3
5	2	2	2	3	3
6	3	2	3	3	3
7	2	2	2	3	3
8	2	2	2	3	3
9	3	3	3	3	3
10	3	3	3	3	3
11	3	3	3	3	3
12	3	3	3	3	3
13	2	2	2	3	3
14	3	3	3	3	3
15	2	2	2	3	3
16	3	3	3	3	3
17	3	3	3	3	3
18	3	3	3	3	3
19	2	2	2	3	3
20	2	2	2	3	3
21	3	3	3	3	3
22	2	2	2	3	3
23	3	3	3	3	3
3 Total	12	12	13	23	23
2 Total	11	11	10	0	0

1 Total	0	0	0	0	0
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\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 1(L12): IM515 (N=30)			
<b><u>Global Perspective</u></b>			
Student Number	L12: Command of business English		
	Knowledge	Comprehension	Communication
1	3	3	3
2	3	3	3
3	3	3	3
4	3	3	3
5	3	3	3
6	3	3	3
7	3	3	3
8	3	3	3
9	3	3	3
10	3	3	3
11	2	2	2
12	3	3	3
13	2	2	2
14	3	3	3
15	3	3	3
16	2	2	2
17	3	3	3
18	3	3	3
19	2	2	2
20	2	2	2
21	2	2	2
22	2	2	2
23	2	2	2
24	2	2	2
25	2	2	2

26	2	2	2
27	2	2	2
28	2	2	2
29	2	2	2
30	1	1	1
<b>3 Total</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>2 Total</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>1 Total</b>	<b>1</b>	<b>1</b>	<b>1</b>

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 2(L21): IM621 (N=23)							
<b><u>Communication</u></b>							
Student Number	<b>L21: Presentation Skill</b>						
	Organization	Quality of slides	Voice quality and pace	Mannerisms	Professionalism	Use of media/report with audience	Ability to answer questions
1	3	3	3	2	3	3	3
2	2	2	2	2	2	2	2
3	2	2	2	2	2	2	2
4	3	3	3	3	2	3	3
5	3	3	3	2	2	3	3
6	3	3	2	2	2	2	2
7	3	3	2	2	2	2	2
8	2	2	2	2	2	2	2
9	3	3	3	2	2	3	3
10	3	3	3	2	2	3	3
11	3	3	2	2	2	3	3
12	3	3	3	3	3	3	3
13	2	2	2	2	2	2	2
14	3	3	2	2	2	3	3
15	2	2	2	2	2	2	2
16	3	3	2	2	2	3	3

17	3	3	2	2	2	3	3
18	2	2	3	2	2	2	3
19	2	2	2	2	2	2	2
20	2	2	3	2	2	2	3
21	3	3	3	3	2	3	3
22	2	2	2	2	3	2	2
23	3	3	2	2	2	3	3
<b>3 Total</b>	<b>14</b>	<b>14</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>12</b>	<b>14</b>
<b>2 Total</b>	<b>9</b>	<b>9</b>	<b>14</b>	<b>20</b>	<b>20</b>	<b>11</b>	<b>9</b>
<b>1 Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 2(L22): IM515 (N=30)								
<b><u>Communication</u></b>								
Student Number	<b>L22: Writing Skill</b>							
	Clear introduction and background	Discipline-related concepts and issues	Internally consistent arguments	Logic and organization	Consistent conclusions	Style and grammar	Effective literature search skills	Documents sources
1	3	3	2	3	3	3	2	3
2	3	2	3	3	3	3	3	3
3	3	2	3	3	2	3	3	3
4	2	3	3	3	2	3	2	2
5	3	3	3	3	3	2	3	3
6	3	3	3	2	3	2	3	3
7	3	3	2	3	3	3	3	3
8	3	3	3	3	2	2	3	3
9	2	3	2	3	2	3	3	2
10	2	3	3	3	3	3	3	3
11	2	2	3	3	3	2	3	3
12	3	3	3	3	3	2	3	3
13	2	3	3	3	2	3	2	2
14	3	3	3	3	2	2	3	3
15	2	3	3	3	3	2	3	3

16	3	2	2	3	3	3	3	2
17	3	3	3	2	3	3	3	3
18	3	3	3	2	3	3	2	3
19	3	3	3	3	2	3	3	3
20	3	3	2	3	2	2	2	2
21	2	3	2	2	2	2	3	2
22	3	2	2	3	2	1	2	3
23	2	3	2	2	3	2	1	2
24	2	2	1	2	2	3	2	2
25	3	2	3	2	2	3	3	2
26	3	2	3	1	2	3	2	3
27	2	3	2	3	1	1	3	2
28	3	3	2	1	3	3	2	2
29	3	3	2	2	3	3	2	2
30	2	1	2	2	2	1	2	1
3 Total	19	21	17	19	15	17	18	17
2 Total	11	8	12	9	14	10	11	12
1 Total	0	1	1	2	1	3	1	1

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 2(L23): IM621 (N=23, 9 Teams)					
<b><u>Communication</u></b>					
Team Number	Student Number	<b>L23: Teamwork</b>			
		Commitment	Balance between task and interpersonal relations	Contributions	Stays on track
1	1	3	2	3	2
	2	3	3	3	2
	3	3	3	3	2
2	4	2	3	3	3
	5	3	3	2	3
	6	3	2	3	3
3	7	2	3	3	3



	8	3	3	2	3
	9	3	2	3	2
4	10	3	3	3	3
	11	3	3	3	3
	12	3	3	3	3
5	13	3	3	2	3
	14	3	3	2	3
6	15	3	3	3	3
	16	3	3	3	3
7	17	3	3	3	3
	18	2	3	3	3
	19	2	3	3	2
8	20	2	2	3	2
	21	3	3	3	3
9	22	3	3	2	3
	23	3	2	3	3
3 Total		18	18	18	17
2 Total		5	5	5	6
1 Total		0	0	0	0

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 3(L31): IM515 (N=30)							
<b><u>Strategic Thinking &amp; Cross-disciplinary Competency</u></b>							
Student Number	<b>L31: Using appropriate analytical techniques to solve business problems and will demonstrate the ability of sound business judgment</b>						
	Factual knowledge	Application of strategic analytical Tools	Application of financial analysis	Identification of case problems/issues	Generation of alternatives	Recommendations	Business judgment
1	2	3	3	3	3	3	3
2	3	3	2	3	3	3	3
3	3	3	2	3	3	3	3
4	3	2	3	3	3	2	3
5	2	3	3	3	2	3	3

6	3	2	2	3	3	2	3
7	3	2	3	3	3	3	3
8	2	3	3	2	3	2	2
9	3	3	2	3	3	2	2
10	2	3	3	2	3	3	3
11	2	3	3	3	2	3	3
12	3	3	2	3	3	2	3
13	2	2	3	3	3	2	2
14	3	3	3	2	2	3	3
15	3	3	2	3	2	3	2
16	2	3	2	3	3	2	3
17	3	3	2	3	3	3	2
18	3	3	3	2	2	2	3
19	2	3	2	2	2	3	3
20	3	2	3	3	3	2	2
21	3	3	2	2	2	3	2
22	2	3	3	2	2	3	1
23	3	2	2	2	3	2	2
24	3	2	1	1	2	3	2
25	2	3	3	3	2	1	3
26	2	2	3	3	2	1	3
27	2	3	2	2	3	1	3
28	2	3	1	2	2	3	3
29	3	3	2	3	3	3	3
30	2	2	2	2	1	2	1
3 Total	16	21	14	18	17	16	19
2 Total	14	9	14	11	12	11	9
1 Total	0	0	2	1	1	3	2

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 3(L32): IM621 (N=23)	
<b><u>Strategic Thinking &amp; Cross-disciplinary Competency</u></b>	
Student	<b>L32: Synthesizing different discipline areas</b>

Number	Consideration	Management principle	Discipline knowledge	Intellectual sensitivity	Horizontal synthesis	Vertical synthesis
1	3	3	3	3	3	3
2	3	3	3	3	3	3
3	3	3	3	3	3	3
4	3	3	3	3	3	3
5	3	3	3	3	3	3
6	3	3	3	3	3	3
7	3	3	3	3	3	3
8	3	3	3	3	3	3
9	3	3	3	3	3	3
10	3	3	3	3	3	3
11	3	3	3	3	3	3
12	3	3	3	3	3	3
13	3	3	3	3	3	3
14	3	3	3	3	3	3
15	3	3	3	3	3	3
16	3	3	3	3	3	3
17	3	3	3	3	3	3
18	2	2	2	2	2	2
19	2	2	2	2	2	2
20	2	2	2	2	2	2
21	3	3	3	3	3	3
22	2	2	2	2	2	2
23	3	3	3	3	3	3
3 Total	19	19	19	19	19	19
2 Total	4	4	4	4	4	4
1 Total	0	0	0	0	0	0

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)

Assessment Learning Goal 4(L41): IM621 (N=23)

**Domain expertise in IT and Media Industry**

Student Number	<b>L41: Building IT/Media industry specific knowledge and understand the key issues</b>	
	Build industry specific knowledge	Understand the key issues of business environment
1	2	2
2	2	2
3	2	2
4	3	3
5	2	2
6	2	2
7	2	2
8	2	2
9	2	2
10	3	3
11	3	3
12	2	2
13	2	2
14	3	3
15	2	2
16	3	3
17	3	3
18	3	3
19	2	2
20	2	2
21	3	3
22	2	2
23	3	3
<b>3 Total</b>	<b>9</b>	<b>9</b>
<b>2 Total</b>	<b>14</b>	<b>14</b>
<b>1 Total</b>	<b>0</b>	<b>0</b>

Assessment Learning Goal 4(L42): IM621 (N=23)

**Domain expertise in IT and Media Industry**

Student Number	<b>L42: Applying domain expertise to the business problems in the IT and Media Industry</b>	
	Apply industry specific knowledge to a specific problem	Recommend solutions using structured approach
1	3	3
2	3	3
3	3	2
4	3	3
5	3	2
6	3	3
7	3	2
8	3	2
9	3	2
10	3	2
11	3	3
12	3	3
13	3	3
14	3	3
15	3	2
16	3	3
17	3	3
18	3	2
19	3	2
20	3	2
21	3	3
22	3	3
23	3	3
3 Total	23	13
2 Total	0	10
1 Total	0	0

\* Criteria: 1 (Fails to Meet Expectations) 2 (Meets Expectations) 3 (Exceeds Expectations)